

Question applies to East Tosa Business Improvement District (BID) Board

If you are a property owner (residential or commercial) within the East Tosa BID, please provide the address of your property.



Question applies to East Tosa Business Improvement District (BID) Board

If you are a business owner within the East Tosa BID, please provide the address of your business.

Why are interested in joining this Board, Committee or Commission?

[Bridget_A_Ward_resume..pdf](#)

Upload a Resume

If you have issues uploading your resume, email it to Misty Richey at mrichey@wauwatosa.net

If you need to send your resume separately, complete the remainder of the application, save it, and we will submit both the application and resume for you.

Please tell us about yourself and why you want to serve.

Hello! I am a Wauwatosa resident with deep roots in the East Tosa area and a strong interest in supporting the long-term vitality of the North Avenue corridor. My family moved into our neighborhood about 13 years ago, at a time when East Tosa was beginning to see an exciting wave of new restaurants, bars, and locally owned businesses emerge. We were drawn to Wauwatosa for its walkability, diversity, and strong sense of community—qualities that stood out to me after being raised in more traditional suburban environments where those traits were often less present. Experiencing East Tosa’s growth firsthand has given me a strong appreciation for how thoughtful investment and collaboration can shape a vibrant, connected business district. I am applying to serve on the East Tosa Business Improvement District (BID) Board to contribute a resident perspective grounded in community engagement, collaboration, and practical implementation. I have a natural passion for community, connection, and advocacy, and I bring extensive experience working with boards and committees responsible for setting priorities, developing annual operating plans, managing budgets, and overseeing projects and vendor relationships. Most recently, I served as President of the Roosevelt Elementary PTA, where I worked closely with fellow board members, administrators, and community partners to identify needs, allocate resources, and ensure plans were carried out effectively and transparently. I currently serve as Treasurer of the PTA Council of Wauwatosa and as Social Media Chair for the Tosa East Junior Raiders, strengthening my experience in financial oversight, communications, and multi-organization governance. I am well connected within the community and am often viewed as a resource by families, volunteers, and organizational leaders seeking guidance, coordination, or connections. In addition, my nonprofit background with CelticMKE, home of Milwaukee Irish Fest, where I serve on several committees and play a year-round role supporting programs and operations, has given me a strong understanding of nonprofit governance, fundraising, marketing, and community-based programming—experience that complements business-focused decision-making. My current role as a Manager at The Ruby Tap in the Tosa Village has further deepened my connection to Wauwatosa residents and local business owners, allowing me to better understand the needs, challenges, and trends shaping our local economy. I am particularly drawn to the BID’s focus on economic development, marketing and promotion, placemaking, and overall district vitality. My professional background in marketing, communications, and operations aligns well with these efforts, and I am motivated to advocate for local businesses—especially during challenging economic times—by supporting initiatives that strengthen visibility, accessibility, and community connection. As a resident, I value a Business Improvement District that balances economic growth with neighborhood character and quality of life. I would welcome the opportunity to serve on the Board and contribute my time and skills to help ensure East Tosa continues to thrive as a welcoming and resilient district for businesses, residents, and visitors alike. Thank you for your consideration.

Demographics


Date of Birth

Once you submit your application, check [here](#) for the Common Council agenda that has your appointment or reappointment. It may be possible that it will be on future agendas and not on the next upcoming meeting date agenda. This will be how you know if you have been appointed or reappointed.

BRIDGET A. WARD

EXECUTIVE OPERATIONS & EVENTS LEADER | STRATEGIC ORGANIZER | CULTURE-BUILDER

Executive operations and event professional with 15+ years of experience supporting senior leadership, managing high-level projects, and delivering memorable corporate and community events. Skilled in executive support, logistics and calendar management, vendor coordination, and culture-building initiatives that elevate experiences and brand engagement. Organized, polished, and resourceful with a track record of strengthening systems and executing events that build community and reinforce organizational values.

CORE SKILLS

- **Executive & Administrative Support** – Manage executive calendars, travel, communications, and documentation with discretion, accuracy, and proactive problem-solving.
- **Event & Meeting Planning** – Lead planning and execution for internal and external events, board-level gatherings, conferences, and large-scale programs; ensure seamless logistics and hospitality.
- **Operations & Office Management** – Oversee systems, workflows, budgeting support, contracts, invoicing, and resource coordination to drive efficiency and organizational excellence.
- **Relationship & Stakeholder Management** – Build and nurture strong relationships with executives, staff, partners, vendors, sponsors, and community stakeholders.
- **Corporate & VIP Hospitality** – Deliver exceptional service to senior leaders, VIP guests, sponsors, and dignitaries with professionalism, warmth, and discretion.
- **Team & Volunteer Coordination** – Recruit, onboard, schedule, and support teams and volunteers; foster positive culture and clear communication across roles and departments.
- **Communication & Content Development** – Prepare polished internal and external communications, presentations, and marketing content; support brand voice and leadership messaging.
- **Project & Scheduling Coordination** – Manage timelines, calendars, resources, and priorities across multiple projects while maintaining organization and momentum.
- **Systems, Process & Workflow Improvement** – Streamline procedures, enhance communication flow, and implement systems that improve consistency, clarity, and efficiency.
- **Vendor & Resource Management** – Source, manage, and collaborate with external vendors and service partners; coordinate supply needs, materials, and contracts.

SKILLS AND TECHNICAL EXPERTISE

Microsoft Office Suite | Google Workspace | Event Management Platforms | Website Management
|Email Marketing | QuickBooks | Public Speaking | Press & Media Experience

RELEVANT EXPERIENCE

Interim Festival Director | IRISH FEST OF THE FOX CITIES | Appleton, WI | 6/2024 – 9/2024
Annual Irish music and cultural festival founded in Appleton, WI in 2020. Attendance of >15K. Tapped to fill Director role due to the sudden passing of current Director, charged with revitalizing and creating sustainable annual 2-day celebration of Celtic and Irish cultural celebration.

- Managed budget planning and financial reporting, identifying opportunities to increase revenue and reduce expenses.
- Designed marketing materials and managed website content and social media platforms to enhance festival visibility and engagement.
- Directed overall festival operations, supporting the Board of Directors in meeting festival objectives following the unexpected passing of the Executive Director.

- Recruited and developed 10 volunteer supervisors, overseeing hundreds of festival volunteers and ensuring efficient task delegation.
- Cultivated relationships with sponsors, partners, vendors, and community members to foster collaboration and enhance support.

Event and Rentals Manager | CelticMKE (Home of Milwaukee Irish Fest) | 1/2023 - Present
Home of the renowned Milwaukee Irish Fest held annually in August on the Milwaukee lakefront, CelticMKE is dedicated to sharing the rich traditions of Irish and Celtic culture with the world.

- Manage rental inquiries and client communication for the historic CelticMKE center, coordinating all logistics for seamless event execution.
- Oversee rental contracts, invoicing, and documentation with accuracy and timely delivery.
- Schedule and track event bookings, maintaining organized systems and calendars.
- Develop and implement marketing efforts to promote rental offerings and increase visibility and bookings.
- Monitor rental budgets and financial records to support cost efficiency and revenue goals.

President | ROOSEVELT ELEMENTARY PTA | Wauwatosa, WI | 7/2023 - 7/2025

Elected to lead the PTA, representing and serving families, staff, and the community while managing budgets, fundraising, programming, and communication.

- Increased family and community engagement through consistent programming, improved communications, and inclusive initiatives.
- Led all aspects of event planning, donor outreach, and strategic partnerships.
- Oversaw fundraising, budget development, grant writing and implementation, website management and social media, spending approvals, and financial reporting.
- Collaborated with school administrators and district leadership to support family-school relations.

Office Manager, Riding Academy Manager, & Instructor | EQUITATE, LLC | Oconomowoc, WI
5/2016 - 8/2022 | *Competitive riding program, full service stable specializing in American Saddlebred horses.*

- Completed administrative functions, including scheduling, client communications, and budget oversight, ensuring efficient and profitable year-round operations.
- Managed day-to-day operations including vendor relationships, supply procurement, accounts payable, payroll support, and resource allocation, improving workflows and service delivery.
- Planned and executed events, workshops, and targeted marketing campaigns to increase visibility and support business growth.
- Recruited, trained, and supervised volunteers and staff, fostering collaboration and consistent execution of program goals.

Recruiter Supervisor | GMR MARKETING | New Berlin, WI | 6/2011 - 5/2016

Global marketing agency known for unforgettable impressions through innovative events.

- Managed and trained a team of recruiters to staff promotional events globally.
- Traveled to high-end events to train and manage onsite promotional staff and talent, manage client and vendor relations, and support production needs.
- Proactively identified staffing and logistical issues and resolved them to ensure seamless event execution.
- Streamlined recruiting processes to reduce costs, improve efficiency, and enhance outcomes.
- Worked closely with Human Resources to identify and resolve personnel and process issues.

Long-Term Elementary Substitute Teacher | WAUWATOSA PUBLIC SCHOOLS | 6/2009 – 5/2011

- Maintained a structured and supportive classroom environment fostering engagement.
- Delivered instruction aligned with curriculum and adapted lessons for diverse learning needs.
- Collaborated with teachers, administrators, and families to support student success.
- Organized classroom materials and maintained orderly learning spaces.

EDUCATION AND PROFESSIONAL DEVELOPMENT

Bachelor of Science (B.S.) | Elementary Education | William Woods University, Fulton, MO

COMMUNITY INVOLVEMENT | AWARDS

Tosa East Jr. Raiders | Social Media Chair | 11/2025 - Present

Wauwatosa PTA Council | Treasurer | 7/2025 – Present

Wauwatosa School District | Superintendent Communication Advisory Council | 9/2024 – Present

Milwaukee Irish Fest | Year-Round Volunteer, Committee Chair | 8/2010 – Present

Alpha Phi | Member, Panhellenic President, VP of Programming & Development | 9/2005 – present

Riding Instructor of the Year | National Academy Finals | 11/2018

Alpha Phi | Marquette University Chapter Advisor | 5/2009 – 4/2014 St.

Patrick Centre | Young Ambassador to Northern Ireland | 5/2009

